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### **FarmSudz to be Honored at the 20th Annual Michigan Celebrates Awards Gala**

5/1/2024 (Chelsea, Michigan)— [FarmSudz, LLC](#) has been recognized as a 2024 SBDC Best Small Business, presented by Michigan Celebrates Small Business. FarmSudz will be acknowledged on stage at the in-person awards ceremony during the 20th annual Michigan Celebrates Small Business Awards Gala on May 21, 2024.

The event will gather over 800 guests at the Breslin Center in East Lansing, Michigan to celebrate the achievements of this year's award recipients.

FarmSudz, a handmade soap and skincare business, with shops in Chelsea and Jackson, has been named one of **eleven** SBDC Best Small Businesses in Michigan. "Not one single person brought us to this point, but a whole team of incredibly talented, fun, smart, and just plain awesome people that work together to make FarmSudz a happy place to work, and a totally fun place to shop," says owner Julie Konkle. Konkle credits the fantastic team of people and the SBDC (Small Business Development Center of Michigan) for their expert guidance that helped bring this growing business from the basement of a local farmhouse to having two downtown shops and a strong online presence.

The FarmSudz team researches, formulates, and creates small batches of unique skin care products right in the kitchens located within each store. In quality and effectiveness, this little biz rivals the 'fancy pants' brands, but the friendly, knowledgeable, and incredibly helpful staff-sets them apart. FarmSudz uses the best of the best as far as ingredients go –sourcing locally whenever possible, like the creamy fresh goat milk from [Firesign Family Farm](#) in Whitmore Lake, or the beeswax gathered from hives across the Michigan countryside. FarmSudz takes pride in putting their heart, soul (and a bit of humor) into making pure and natural products that customers rave about every single day.

While navigating the dynamic and ever-changing small business landscape, the Michigan Celebrates Small Business Awardees have demonstrated exemplary tenacity, adaptability, and leadership. The 2024 Awards Gala will put Michigan's small businesses in the spotlight and give them a chance to share their success stories with the supporters who helped them get to where they are today.

"As we celebrate our 20th Anniversary of MCSB, we're reminded of the incredible resilience and innovation within Michigan's small business sector. This year's winners demonstrate the collective entrepreneurial spirit that drives our state's economy forward," said Jennifer Deamud,

MCSB Board Chair. “Congratulations to this year’s awardees. To all the winners, your dedication and leadership inspire us all, proving that success truly is best when shared.”

Companies nominated for the SBDC Best Small Business award must demonstrate a strong relationship with the organization as well as significant success as a company.

Awardees in this category are selected based on the following:

- Demonstrated growth as a small business
- Embodiment of the American entrepreneurial spirit
- Strength of the relationship with the SBDC

Additional information and ticket information can be found at [MichiganCelebrates.org](https://MichiganCelebrates.org).

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*Michigan Celebrates Small Business (MCSB) is a collaboration of trusted statewide founding organizations who offer resources for small businesses. For 20 years, the Michigan Celebrates Small Business Awards Gala has placed a spotlight on how small businesses positively impact our communities and state. The MCSB organization is focused on supporting, promoting, and celebrating small businesses in Michigan.*

*Kinexus Group is the Managing Partner of the Awards Gala.*

*Tickets can be purchased for this year’s gala at Michigan Celebrates Small Business - [www.MichiganCelebrates.org/Tickets](https://www.MichiganCelebrates.org/Tickets).*

